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Editorial

American Woman's Society of Certified Public Accountants

American Society of Women Accountants

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EDITORIAL

Tentative plans are now being made for the annual meeting of the AWSCPA and ASWA to be held in New York about the middle of September. The exact time and program will be announced in a later issue of the bulletin. It is hoped that as many members as possible will avail themselves of the privilege of attending this meeting and the annual convention of The American Institute of Accountants, by planning their business or vacation trips accordingly.

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Grace A. Dimmer, C.P.A. of Detroit, has just announced the formation of a partnership with Dale E. Rose, under the firm name of Dimmer, Rose & Company, Certified Public Accountants and Tax Counselors, with offices in the Michigan Building. May this new enterprise prove most successful in every way.

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The members of the Grand Rapids Chapter of ASWA had quite a write-up in a recent issue of the Michigan Tradesman. In a full page article telling about the increased opportunities for women in accounting and the rapid growth of the two organizations AWSCPA and ASWA, special mention is made of some of the Grand Rapids members who have been active in advancing the interest of women in the profession.

Julia G. Norse, C.P.A. of Illinois, the first woman to practice as a certified public accountant in Grand Rapids, formerly of Chicago but now on the staff of Seidman & Seidman, at the request of the Girl Reserve Department of the Y.W.C.A., spoke over station WLAV on women in the field of accounting. Helen Gleason, Director of the Grand Rapids Chapter ASWA, spoke

on office management and its close alliance to accounting.

The article states that "the same two members represented the Chapter on Station WJEF's program for women called 'Around-the-town'. On both these programs the purposes and accomplishments of the society, the opportunities for women, and the requirements for membership in the society, were discussed."

This chapter has also sponsored a scholarship to a woman graduate of the Grand Rapids Junior College to be used in continuing study in this field.

THE EDITOR

NEW HONORS FOR OUR PRESIDENT

We are proud to report that the president of AWSCPA, Miss Ethleen Lasseter, has been chosen by a committee of seven Atlanta businessmen as Atlanta's Business Woman of the Year.

The Atlanta Journal quotes the chairman of that committee as follows:

"Miss Lasseter, working with a senior officer, helped plan and inaugurate the first bank analysis department in the city. She has contrived a system of continuous audit of trusts and estates, and individual audits of trusts, which is a step forward in the conservation of property and is bringing inquiries from the larger banks in other cities.

"She has devised a system of synopsis of trust accounts that is a singular contribution to trust work, which is also drawing attention to Atlanta leadership in many points outside our sections."

Miss Lasseter's election was based "not solely on the exceptional work she has continued to do in line of duty, but on the service she renders to her city by her constructive citizenship and by carrying Atlanta's name and fame across the country by speaking on national programs, by magazine articles with national circulation and by publicity for Atlanta that attends her leadership in the various activities in which she participates."

Congratulations, Ethleen, and may it be only the beginning of many honors for you!

* * *

The Council of the American Institute of Accountants and the Advisory Council of State Society Presidents have approved a plan of coordination of activities of state societies and the Institute. A department will be created in the Institute whose full-time job will be to facilitate this service. The objectives of the plan are not only to furnish the state societies with information, advice, and assistance, but to develop such coordination of activities as will bring the full power and influence of the profession to bear in the solution of problems involving taxes, public relations, and professional ethics.

The Secretary of the Institute comments as follows regarding the launching of the plan:

"It is recognition of the fact that state societies of certified public accountants and the Institute are parts of one whole — the profession of the certified public accountant — and that the existence of the professional societies is justified only as convenient instruments for the advancement of the profession in the larger interest of the general public."

AWSCPA, too, is part of this whole and is proud to be an instrument for the advancement of the profession. While it renders a special service to women accountants — and thereby to the entire profession — nothing that it does encroaches on or supplants the work of any of the other accounting societies. All our members owe allegiance to the national and state societies and should strive at all times to further the objectives of those organizations and

to measure up to the highest standards set by them.

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The December issue of **THE CERTIFIED PUBLIC ACCOUNTANT** contains comments on the use of the **STRONG Interest Blank** in appraising the vocational interests of men and women accountants and of those who are considering the profession.

Of 2011 public accountants who filled out the **STRONG blank**, 59 were women. The report on the research project states that on the certified public accountant's and accountant's scales the women have median interest scales only slightly lower than those of men.

Considering the high mental caliber of the men to whom accounting appeals, we feel that the 59 women acquitted themselves well.

* * *

The November News Bulletin of the Massachusetts Society of Certified Public Accountants carries a report of a meeting of women accountants in Boston in October at which Eleanor Walquist, treasurer of AWSCPA, Alice M. Blanchard, former secretary of the Albany chapter of the New York State Society of Certified Public Accountants, and Mrs. Eunice G. Donovan of Springfield, Massachusetts, were guests.

* * *

In the January issue of **THE SPOKESMAN**, the official organ of the Pennsylvania Institute of Certified Public Accountants, Nathan McClure comments on the fact that the loss to business from embezzlements, etc., each year is reported by various sources to be in excess of two hundred fifty million dollars. This is a staggering penalty to exact for lack of proper accounting control, and, as Mr. McClure says, challenges our abilities to determine, and to convince our clients to correct, the weaknesses in organization which make such losses possible.

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The **SPOKESMAN** has also graciously said in its columns that **THE WOMAN C.P.A.** is a welcome bi-monthly visitor.

AWSCPA has up to this time never adopted a specific code of professional ethics. Those of our members who belong to the American Institute of Accountants or to their state societies are of course bound by the codes of those organizations. Because there are some who do not belong to these organizations it may be desirable for us to give consideration to the adoption or affirmation of a code of ethics.

Recent issues of The Certified Public Accountant contain some interesting comments on ethical problems of current interest.

The Committee on Professional Ethics of the American Institute of Accountants has prepared a memorandum on the ethical considerations entering into the choice of a name for a firm of public accountants, in which it states:

"The name of a firm of practicing accountants should denote a personal association. Such a firm should not adopt for its name any non-personal or misleading title. A corporate form of name would not be appropriate as the name of a firm of professional accountants."

On the old controversy about the use in a firm name of the names of former partners, the committee quotes a resolution adopted by the council of the Institute in 1943 to the effect that, in the opinion of the council "neither the public interest nor the interest of the accounting profession as a whole would be served by legislation preventing the use by public accounting firms of firm names or titles which contain the names of partners who have died or withdrawn from the firm."

The Massachusetts Society of Certified Public Accountants, just before the publication of a new Boston telephone directory, sent out notices to members reminding them that the Society's code of ethics prohibits the listing of names of members or associates in directories in special type

or in any manner which differentiates them from other names on the same list.

The Colorado Society of Certified Public Accountants, through its ethics committee, has expressed the opinion that the name of a member or of an associate placed upon an outside window constitutes advertising and is therefore in violation of the Society's code of ethics.

The Securities and Exchange Commission has criticized accountants for lending money to a client, whether or not the loan is evidenced by a note, on the grounds that such loans constituted "financial interest" and might impair the accountant's independence.

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The dictionary habit is one habit which, once acquired, you will never abandon. No one lives who is so erudite that he never needs to consult a dictionary, and no literate person who consults a dictionary whenever he hears or reads a word whose exact meaning he does not know can fail to become erudite. Accountants, whose work involves meticulous accuracy, should carry that urge for accuracy over into their use of the spoken and written word. With their fine flair for taking pains they should write and speak superlatively well.

JENNIE M. PALEN

I am only one, but still I am one; I cannot do everything, but still I can do something; and because I cannot do everything I will not refuse to do the something I can do.

EDWARD EVERETT HALE

Every man owes some of his time to the upbuilding of the profession to which he belongs.

THEODORE ROOSEVELT